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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**ATTORNEY DOCKET NO. 084561-0105**

Applicant: Mark LANDESMANN  
Title: BUYER-DRIVEN TARGETING OF PURCHASING ENTITIES  
Appl. No.: 09/837,377  
Filing Date: 04/19/2001  
Examiner: Christopher Grant  
Art Unit: 2611  
Confirmation Number: 7342

**INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 CFR §1.56**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Submitted herewith on Form PTO/SB/08 is a listing of documents known to Applicant in order to comply with Applicant's duty of disclosure pursuant to 37 CFR §1.56.

A copy of each non-U.S. patent document and each non-patent document is being submitted to comply with the provisions of 37 CFR §1.97 and §1.98.

The submission of any document herewith, which is not a statutory bar, is not intended as an admission that such document constitutes prior art against the claims of the present application or that such document is considered material to patentability as defined in 37 CFR §1.56(b). Applicant does not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a *prima facie* art reference against the claims of the present application.

**TIMING OF THE DISCLOSURE**

The listed documents are being submitted in compliance with 37 CFR §1.97(b), before the mailing date of the first Office Action on the merits.

**RELEVANCE OF EACH DOCUMENT**

All of the documents are in English.

Applicant respectfully requests that each listed document be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO/SB/08 be returned in accordance with MPEP §609.

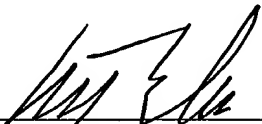
Although Applicant believes that no fee is required for this Request, the Commissioner is hereby authorized to charge any additional fees which may be required for this Request to Deposit Account No. 19-0741.

Respectfully submitted,

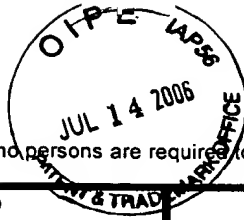
July 14, 2006

Date

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Substitute for form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 1 of 2

**Complete if Known**

Application Number	09/837,377
Filing Date	04/19/2001
First Named Inventor	Mark LANDESMANN
Group Art Unit	2611
Examiner Name	Christopher Grant
Attorney Docket Number	084561-0105

**U.S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
	E1	5,277,874		VON KOHOM	07-1993	
	E2	5,249,044		VON KOHOM	09-1993	
	E3	5,285,278		HOLMAN	02-1994	
	E4	5,502,636		CLARKE	03-1996	
	E5	5,642,485		DEATON et al.	06-1997	
	E6	5,327,508		DEATON et al.	07-1997	
	E7	5,644,723		DEATON et al.	07-1997	
	E8	5,724,521		DEDRICK	03-1998	
	E9	5,822,735		De LAPA et al.	10-1998	
	E10	5,884,277		KHOSLA	03-1999	
	E11	5,970,469		SCROGGIE et al.	10-1999	
	E12	6,055,573		GARDENSWARTZ et al.	04-2000	
	E13	6,061,660		EGGLESTON et al.	05-2000	
	E14	6,094,677		CAPEK et al.	07-2000	
	E15	6,185,541		SCROGGIE et al.	02-2001	
	E16	6,298,330		GARDENSWARTZ et al.	10-2001	
	E17	6,317,718		FANO	11-2001	
	E18	6,327,574		KRAMER et al.	12-2001	
	E19	6,332,126		PEIRCE et al.	12-2001	
	E20	2002/0052752		LANDESMANN	05-2002	
	E21	2002/0052779		LANDESMANN	05-2002	
	E22	6,415,262		WALKER et al.	07-2002	
	E23	2004/0039639		WALKER et al.	02-2004	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
	E24	WO	00/62184		NG	10-2000		

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
	E25	Bayesian Model Averaging: A Tutorial (with discussion ) (306k bytes), Corrected version of the Statistical Science 14:4, 382-417, article, Jennifer A. Hoeting et al., November 1999 downloaded July 22, 2002	
	E26	BRIGGS et al., "Advertising on the Web: Is there response before click-through?," Journal of Advertising Research, March/April 1997, pps. 33-45, vol. 37, issue 2, New York.	

Examiner Signature

Date Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449B/PTO <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Complete if Known</b>	
		Application Number Filing Date First Named Inventor Group Art Unit Examiner Name Attorney Docket Number	09/837,377 04/19/2001 Mark LANDESMANN 2611 Christopher Grant 084561-0105
Sheet	2	of	2

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>6</sup>
	E27	CHARTRAND, "A Method of Collecting Consumer Data Renews Questions About Patents on Business Practices," The New York Times, July 30, 2001, Section C2.	
	E28	Data Mining: Staking a Claim on Your Privacy, January 1998, downloaded from <a href="http://www.ipc.on.ca/english/pubpres/papers/datamine.htm">http://www.ipc.on.ca/english/pubpres/papers/datamine.htm</a> , 8/0/02	
	E29	"Fleet financial banks on data warehouse, Target Marketing, Philadelphia, November 1998.	
	E30	Information technology and the privacy of the individual, The Role of Privacy in Modern Society, by Dave Redell, by Dave Redell, September 23, 1992 downloaded from <a href="http://home.pacbell.net/webright/personal/acm.text">http://home.pacbell.net/webright/personal/acm.text</a> ,	
	E31	Permission Marketing by Seth Godin, Simon and Schuster, copyright 1999, chapter 10	
	E32	Permission Marketing: the Way to make advertising work again (Interactive Marketing (excerpt from "Permission marketing: Turning Strangers into Friends and Friends into Customers") Dialog # 01777383, File #570, by Hoke Communications Inc., May 199	
	E33	Petition decision on case 09/349,860, mailed to Walker Digital, Stanford CT, on December 29, 2005.	
	E34	Privacy fears raised by DoubleClick database plans By Courtney Macavinta, January 25, 2000, downloaded from <a href="http://news.com.com/2100-1023-236092.html?tag=rn">http://news.com.com/2100-1023-236092.html?tag=rn</a> , 08/08/20	
	E35	Privacy Activists File DoubleClick Complaint, by Keith Perine, the Industry Standard, February 10, 2000	

Examiner Signature		Date Considered	
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<sup>1</sup> Unique citation designation number. <sup>2</sup>See attached Kinds of U.S. Patent Documents. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

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